



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 17-010**

8:00 a.m.

Tuesday, November 13, 2017

Room 264

Hamilton City Hall

71 Main Street West

Present: Councillor Matthew Green (Chair)
Cristina Geissler – Concession Street BIA (Acting Vice Chair)
Rachel Braithwaite – Barton Village BIA
Susie Braithwaite – International Village BIA
Bender Chug – Main West Esplanade BIA
Tony Greco – Locke Street BIA
Kerry Jarvi – Downtown Hamilton BIA
Jennifer Mattern – Ancaster BIA
Doug Sutherland – Stoney Creek BIA (Acting Vice-Chair)
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
Lisa Anderson – Dundas BIA
Maggie Burns – Ottawa Street BIA
Susan Pennie – Waterdown BIA

Absent: Lia Hess – King West BIA

**THE BIA ADVISORY COMMITTEE PRESENTS REPORT 17-010 AND
RESPECTFULLY RECOMMENDS:**

1. Update on BIA App (Item 8.3)

That the contract for the hosting the BIA App and website, which expires on November 30, 2017, not be renewed.

2. King West BIA Expenditure Request - Christmas Tree Lights and Installation (Item 9.1)

That the expenditure request from the King West BIA from the Shared Parking Revenue Program in the amount of \$5,377.29 to be to be spent on Christmas Tree Lights and Installation, be approved.

3. Westdale Village BIA Expenditure Request – Christmas Decorations (Item 9.2)

That the expenditure request from the Westdale Village BIA from the Shared Parking Revenue Program in the amount of \$8,810.76 to be to be spent on Christmas Decorations, be approved.

4. Concession Street BIA Expenditure Request – Lanterns and Summer Flowers (Item 9.3)

(a) That the expenditure request from the Concession Street BIA from the BIA Operating Budgets Program in the amount of \$3,500 to be to be spent on the Installation of New Sidewalk Coach Lanterns, be approved;

(b) That the expenditure request from the Concession Street BIA from the BIA Operating Budgets Program in the amount of \$4,721.18 to be spent on the purchase and maintenance of summer flowers in 2017, be approved.

5. Barton Village BIA Expenditure Request – Miscellaneous Items (Item 9.4)

(a) That the following expenditure requests from the Barton Village BIA from the BIA Operating Budget Program in the total amount of \$6,887.28, be approved:

- (i) \$2,102.28 for Office Equipment
- (ii) \$3,433.00 for Beautification staff to help clean and maintain the public road allowance
- (iii) \$1352.00 for Banners

(b) That the expenditure requests from the Barton Village BIA from the Shared Parking Revenue Program in the amount of \$10,130.58, be approved:

- (i) \$5,540.58 for new lights in medians
- (ii) \$1,790.00 for Christmas Planters
- (iii) \$2,800.00 for Plants in medians

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 1)

The Committee Clerk advised that there were no changes to the agenda.

The agenda for the November 13, 2017 Business Improvement Area Advisory Committee meeting was approved, as presented.

(b) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)

(i) October 10, 2017 (Item 3.1)

The October 10, 2017 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(c) DISCUSSION ITEMS (Item 8)

(i) Amanda McIlveen, Parking Manager, Hamilton Municipal Parking System, respecting Receiving Feedback from the Committee about the 2017 On-Street Patio Program (Item 8.1)

Amanda McIlveen, Parking Manager, Hamilton Municipal Parking System, introduced Kelly Barnett, Manager of Service Delivery with Licensing and By-law Services to discuss the 2017 On-Street Patio Program.

Ms. Barnett reported that there were 13 patios in operation in 2017. Eight of those patios applied for and were successful in obtaining an extended liquor licence.

Proposed measures to improve next year's program include making the streetscape/design elements more aesthetically pleasing as well as making it a multi-year permit instead of for just one year.

Staff are meeting with the businesses who had patios to get their feedback and they are in attendance at today's meeting to solicit the feedback of the Committee.

The Committee provided their feedback to Ms. Barnett and Ms. McIlveen.

The update on the 2017 On-Street Patio Program, was received.

(ii) Update on BIA Branding (Item 8.2)

Mr. Carlo Gorni, BIA Coordinator, informed the Committee about upcoming advertising that would be starting on November 20, 2017 to promote the “One City. Spend It Here” BIA brand. It includes advertisements in various print publications as well as on various social media and digital sites. Advertising on HSR buses will also be starting in December 2017.

Copies of the advertisements were distributed for information. Committee members made a number of suggestions regarding these advertisements. Mr. Gorni stated that these suggestions would be considered but given the tight timeframe, the incorporation of them in future advertisements may be limited.

The new BIA video was shown to the Committee. The response was positive. At the same time, it was acknowledged that a few changes will be made to the final version.

The update on BIA Branding, was received.

(iii) Update on BIA App (Item 8.3)

Mr. Carlo Gorni, BIA Coordinator, informed the Committee that the current cost to host the BIA App/Website (www.habia.com) is \$59.00/month. The contract with the current vendor to host the site expires on November 30, 2017. The City of Hamilton has been informed that the cost to host to the site will increase to \$199.00/month on December 1, 2017 should the City wish to consider having the same vendor host the site.

Staff is of the opinion that the cost to recompile the app to reflect the new brand would be cost prohibitive. At the same time, the “One City. Spend it Here” initiative would serve to direct viewers to www.investinhamilton.ca/spendithere and on to the individual BIA websites where their businesses would be identified and their activities highlighted.

In response, many BIA representatives stated that they were not in favour of renewing the hosting agreement and given that few of them were using it, they were in favour of discontinuing its use.

For disposition of this matter, refer to Item 1.

(iv) Update on the Commercial Mixed Use Zoning Changes (Item 8.4)

Tim Lee, Planner, provided the Committee with an overview of the recent changes to the City's Commercial Mixed Use Zoning. The update included, but was not limited to, the following information:

- The original report came to the Planning Committee in June of 2017 and was referred back to staff for further consultation
- The report came to the Planning Committee again in October of 2017 and was approved by Council on November 8, 2017
- The required By-law has been passed and this will allow for the official plan to be updated
- A second By-law is also now in place allowing for such things as parking regulations, new zones and flexibility for the use of parking lots for such things as farmers market to be set
- The notice of adoption will be going in the newspaper this week and that starts the appeal period
- The appeal period ends in early December and then staff will know if any appeals are being made

Mr. Lee then answered questions from the Committee about the topic.

The update on the Changes to Commercial Mixed Zoning Uses, was received.

(d) GENERAL INFORMATION/OTHER BUSINESS (Item 11)

(i) Update from Carlo Gorni, BIA Coordinator (Item 11.1)

Carlo Gorni, BIA Coordinator, reminded the Committee to submit their nominations for the 2018 BIA Excellence in Property Awards to him by December 12, 2017.

(ii) Statements by Members (Item 11.2)

BIA Members used this opportunity to discuss matters of general interest.

(e) ADJOURNMENT (Item 13)

There being no further business, the Business Improvement Area Advisory Committee adjourned at 9:36 a.m.

Respectfully submitted,

Christine Geissler, Acting Vice-Chair
Business Improvement Area
Advisory Committee

Lauri Leduc
Legislative Coordinator
Office of the City Clerk